April 29, 2010

Clemson Charrette - January, 2008

Ninety Six Task Force Implementation - April, 2008

Clemson's Recommended Economic Development Strategies

Note: For detailed strategy ref. Pages 29-30 in Charrette Book

Short Term

Accountability Task/Action
Timeline/Date

D. Wells **Conduct survey during summer months to track visitors with same**
Businesses as Charette survey was conducted.

Recommendation: Use same survey and local businesses as
Initially used by Clemson's study.

D. Wells Action - Completed July, 2009
Walter Harris Presented by Walter Harris @ public presentation Sept., 2009.

96 Chamber **Work with the Greenwood Small Business Development**
Center to Actively support existing & new business.

Recommendation: Chamber seek assistance from Lander College or Upper Savannah in Greenwood to help develop a business plan
to provide support to new businesses or struggling businesses **.**

Action - Representative from Gwd SMDC made presentation on
Available assistance available for small businesses to the
Revitalization Taskforce in 2009.

Recommendation: Chamber needs to have available for mail-out
Or personal contact a hard copy of developed business plan for potential or struggling existing business.

*Action -

Town of 96 **Ninety Six should lobby to make sure its needs are addressed** 96 Chamber
in the Work plans of the County and Partnership Alliance.

Recommendation: Mayor Turner develop relationship with Mark Warner, County Partnership Alliance

*Action -

Recommendation: Land certification required on available Industrial area real estate for marketing.

*Action -

96 Chamber **Database of available space in Ninety Six.**
Town of 96

Note: Data information can be obtained from letters of inquiry sent to the businesses in 2008 by Mayor Arvest Turner.

Recommendation: Develop a Town Website.
Utilize Town Website to post available Business properties.

96 Chamber Action - Chamber has established blog.

Town of 96 Action - Town has established Website.

96 Chamber **Ninety Six should place market research data and master plan**
Town of 96 **Recommendations for public access and realtors.**

Recommendation: Work actively with local realtors.

*Action -

Recommendation: Provide market research data and master plan Recommendations from Clemson Charrette to public and realtors In CD format.

*Action -

96 Chamber **Ninety Six should build a plan to pair space for desired development. Example: Restaurants and specialty shops**

Recommendation: Chamber to work actively with local realtors.

*Action -

Does Chamber have website capabilities to display available Properties like Town?

Accountability Task Timeline

Town of 96 **Seek to have downtown designated as a National Register Historic District.**

Recommendation: Utilize a Historic Overlay to help preserve Downtown area. Reference Clemson Charrette, page 30.

*Action -

Other Established Needs:

Recommendation: Improve physical appearance of downtown.

Action - Chamber utilized grant funds for benches, planters And storefront paint.

Action - Town utilized grant funds for clock, sidewalks and Street upgrades.

Action - Encouraged community volunteers to assist with Beautification and Town Park Clean up.

Recommendation: Improve facades and structure appearance.

*Action -

Recommendation: Improve Speed Trap perception of Ninety Six.

Action - Town and Police Department.

Recommendation: Cleanup downtown area by implementing and enforcing ordinances.

Action - Mayor Turner published "It's The Law" in The Star several times to inform public and create an awareness of Laws and ordinances. Has recently turned the awareness and enforcement process over to the Police Department.

*Action -

Action - Town implemented new sign ordinance and guidelines to help prevent sign clutter in Town Square.

Recommendation: Create New Signage method for Church signs.

*Action -

Recommendation: Partner with Greenwood County to help Establish building codes and building inspection for Ninety Six.

Action - Mayor Turner has sought Greenwood County's assistance.

*Action -

Mid Term-

96 Chamber Town of 96 H96DA o **After Ninety Six has created a working database of available property, it should begin to actively market development pportunities.**

Action - Margie Blalock utilized advertising ad for Businesses Needed in regional monthly Antique advertising paper.

Recommendation: Expand advertising and take advantage of networking opportunities with surrounding areas.

*Action

Town of 96 96 CPW Chamber H96DA **Ninety Six can partner with public and private agencies to build incentives for new businesses & redevelopment. Local, state, federal grant opportunities.** 96

Recommendation: Determine projected needs by Town of 96. Have information ready for grant opportunities such as USDA.

Action - Walter Harris made presentation to Town Council, Chamber, H96DA and Revitalization Taskforce concerning USDA Opportunities in early 2009.

Action - Upper Savannah representative, Sam Leaman, made Presentation to Revitalization Taskforce offering Available Grant assistance to Town.

Action - Town applied and received grants for clock, sidewalk Street improvements.

Action - Town applied and received grant for Fire Department Improvements.

Recommendation: Town of Ninety Six and 96 CPW continue to define Town's needs and seek assistance.

*Action -

Recommendation: Town consider annexation of areas surrounding The Town of Ninety Six. Example: Little Mountain area.

*Action -

96 Chamber
Town of 96
96 MVA

Ninety Six should actively market its redevelopment and business Town of 96 Opportunities. Always utilize brand imagery and message created during the charrette process.

H96DA

Action - Donna Wells presented to Town Entities recommended Entity imagery as recommended by the Clemson charrette.

Action - Each entity decided whether to utilize recommendations.

Recommendation: Continue to promote Ninety Six with Recommended imagery.

*Action -

Town of 96
H96DA
96 MVA

Ninety Six should employ historic preservation methods to facilitate economic development. Example: National Register Designation.

Recommendation: Encourage eligible property owners to Pursue Historic Listing. Example: The Kinard House

Action - Brad Sauls SC Archive and History made presentation To Revitalization Taskforce 2008.

Action - H96DA seeking Historic Register designation for Depot. Anticipated nomination 2011.

Recommendation: Continue pursuing additional historic listings.

Examples: 96 Mill Village
Area churches
Privately owned homes

*Action -

Town of 96 **Look into the possibility of creating local design review for downtown, resulting in protection of Ninety Six's historic resources. Establish an architectural review board. Establish historic guidelines for downtown.**

Recommendation: Use a Historic Overlay to protect the Town of Ninety Six. Reference page 30 of Charrette book.

Use Overlay guidelines set by similar small towns as a model For Ninety Six. Do not reinvent the wheel.

Long Term-

96 Chamber **As Ninety Six implements the strategies of the master plan, the** Revitalization **overall makeup of market and market opportunities will** Taskforce **change. In five years or so, Ninety Six should update this market analysis and refocus recruitment strategies based on new opportunities.**

96 Chamber **Earlier strategies focused on building economic development** Town of 96 **marketing pieces and create branded business recruitment** Taskforce **package.**

Community Branding-

96 Chamber **Brochures to help recruit business and industry to Ninety Six.**
Town of 96

Recommendation - Develop brochures and send to local realtors.

*Action -

Recommendation - Utilize websites and brochures.

Action - Blog and Website for Chamber and Town have been Implemented.

*Action -

96 Chamber **Brochures to help promote tourism to Ninety Six.**
Town of 96

Action - Margie Blalock seeking assistance with brochure development from Kelly McWhorter, Greenwood Tourism Director.

*Action -

96 Chamber **Ceremony for Spirit of 96 campaign.**

Recommendation: Coordinate promotion with Margie Blalock and an event.

*Action -

Chamber **Spirit of 96, local pride campaign for Ninety Six. Focus on local**
Businesses **Clean up, local retail support and general pride among**
96 MVA **community.**
Town of 96

Recommendation: Banners for street light posts.

*Action -

Spirit of 96 House and Garden Flags for locals to show their pride for their Community.

Recommendation: Chamber sell as part of Spirit of 96 campaign.

*Action -

H96DA **Postcards.**

Action: Donna Wells has received quotes and will need photos.

*Action -